

Mississippi Development Authority
Economic Development Marketing Grant Program

APPLICATION FORM
FISCAL YEAR 2007

Submission Deadline: Monday, April 2, 2007

Organization Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Applicant Contact: _____

Title: _____ E-mail: _____

Tele: _____ Fax: _____

Project Title: _____

Brief Project Description: _____

County/Counties participating in project: _____

Total Project Budget: \$ _____ (Attach a detailed budget description)

Amount Requested: \$ _____ (Up to 50% of total project costs – Eligible reimbursement costs must not exceed \$10,000 for a single community or county applicant, or \$15,000 if a multi-county or regional applicant)

Source of Local Funds: _____

Do you expect to influence those outside Mississippi? ☐ Yes ☐ No

Will this project lead to job creation in your area? ☐ Yes ☐ No

Will this project positively affect the local and/or state tax base? ☐ Yes ☐ No

Please describe the end product or activity. (Attach detailed explanation. Include identified target audience, demonstrate potential for economic return, and provide research-tracking measurements.)

Estimated Project Completion Date: _____

APPLICATION CHECKLIST

Please check each blank to acknowledge that you have read, understood, and agree to comply with each regulation.

- ☐ The application packet must include two copies of the application with all attachments.
- ☐ Copy, layouts, storyboard or facsimiles to show design and content are attached, if available. If a project is a reprint or if design will be of minimum charge, attach previous and/or similar projects with description of changes.
- ☐ A mailing address, telephone number, E-mail address, or web site address must be listed for inquirers to request additional information.
- ☐ The project must be professionally produced.
- ☐ The application must identify the means of distribution where applicable.
- ☐ The MDA logo and grant phrase must be displayed on the final product. The logo is available on the MDA website (www.mississippi.org/content.aspx?url=/page/2011&).



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- ☐ Attach a copy of Marketing/Business Recruitment strategy of the applying agency, if available.
- ☐ Attach a letter of support from the executive of the applicant organization on the applicant organization's stationary.
- ☐ Attach a detailed budget.
- ☐ Attach a detailed description of the end product. It must identify target audiences, demonstrate potential for economic return and provide research tracking/measurement.
- ☐ Application must be received at the MDA Regional Office for your area before the close of business on the submission deadline date.
- ☐ The Applicant and the MDA Regional Office Manager must sign the application.

Submission deadline: Monday, April 2, 2007

Applicant Contact

Date

MDA Regional Manager

Date

For more information on the Economic Development Marketing Grant Program, contact the local MDA Regional Office or visit the MDA website at www.mississippi.org.

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FINAL REPORT CHECKLIST

FISCAL YEAR 2007

To be completed only after the project has been finished and all necessary records are available. Check off each item and include Final Report Checklist, an invoice from the applicant, and all required items in the final report in order for projects to be processed for final payment.

- ☐ 1) The invoice from the applicant organization to the State is complete and included (see sample invoice).
- ☐ 2) A copy of the vendor's invoice(s) is included. If invoices do not equal disbursements, eligible/applicable expenditures should be highlighted. Sales tax is not eligible.
- ☐ 3) Proof of payments are included from vendors and attached to vendor invoices. (Ex: canceled checks, bank statements, vendor receipts, etc.)
- ☐ 4) One original sample of the completed project (i.e. tear sheets, tapes, photographs, broadcast affidavits, etc.) is included.
- ☐ 5) The State's current logo and/or grant phrase as appropriate are included on the project. MDA will withhold funds if logo and/or grant phrase are not included.
- ☐ 6) A written description of the event or project is included, indicating the impact that it had on business/industry attraction, recruitment or retention. (For brochures include description, quantity, etc; for media and billboard advertisements include description, name of media, location and dates ads ran).
- ☐ 7) The signature of the applicant is included below, verifying the project has been completed according to guideline specifications.
- ☐ 8) The signature of the MDA Regional Office Manager is included below, verifying that the project is complete and all requirements have been met.

Applicant Contact Date

MDA Regional Manager Date

(Sample Invoice)

Retype this invoice on your letterhead, fill in the information for your project and include with your final report.

INVOICE FOR RECEIPT OF PAYMENT

ORGANIZATION NAME (AS LISTED ON THE TAX ID FORM)
MAILING ADDRESS
CITY, STATE, ZIP
PHONE NUMBER
EMAIL ADDRESS

GRANT FUND NUMBER: _____
(This number is listed in the Award Letter)

PROJECT TITLE: _____

AMOUNT APPROVED BY MDA _____
(Amount listed in the Award Letter)

ACTUAL COST OF PROJECT _____
(Only approved expenditures relating to grant project original application.)

MATCH GRANT AMOUNT DUE _____

(If the actual cost of the project is less than the estimated and the awarded amount, you may receive only 50% of the actual eligible cost. If the project cost exceeded the estimate and the awarded amount, you may receive only the original grant amount awarded.)

Mississippi Development Authority
Economic Development Marketing Grant Program

GUIDELINES
FISCAL YEAR 2007

Submission Deadline: Monday, April 2, 2007

PROGRAM OBJECTIVE

The Economic Development Marketing Grant Program assists nonprofit economic development organizations or local governments in marketing cities, counties and regions as a site for business and industrial development. **Applications should have a primary objective of promoting Mississippi to out-of-state markets as a site for industrial and business location/expansion.**

APPLICATION REQUIREMENTS

Activities to be funded under the Economic Development Marketing Grant Program should be consistent with a regional marketing or local business recruitment strategy that is attached to and made a part of the application, if available. Carefully review the application checklist located on page two of the application form before submitting your grant application. The checklist must be completed and included in your application.

PROCESS AND SELECTION CRITERIA

All projects for consideration must be submitted to the local MDA Regional Office no later than the submission deadline. An MDA Grants Review Committee will carry out the selection process. Each application will be reviewed objectively and solely on the merits of the project. Projects will be ranked according to 1) meeting the primary objective, 2) regionally based projects, and 3) people influenced outside Mississippi. All grant recipients will be notified in writing of the committee's decision. All projects must be completed within one year from the estimated completion date. Projects not completed within 12 months of the estimated completion date may be rejected for funding. Rejected projects, not already in progress, can be resubmitted at the next scheduled submission deadline. State law requires that the members of the Legislature from each respective awarded area must be notified in writing 5 days prior to the award being made.

AWARDING OF FUNDS

State grant dollars must be matched 1:1 by the applying entity. Local economic development organizations (single community/county) are eligible for up to \$10,000 per project with a total estimated cost of \$20,000 or more. Regional economic development organizations (two or more communities/counties) are eligible for up to \$15,000 per project with a total estimated cost of \$30,000 or more. Matching contributions must be in hard cash, not in-kind contributions and must meet the eligible criteria below. The match must be budgeted and allocated funds earmarked to the proposal. In the event of a local or regional economic urgency situation, the executive director may waive specific guideline requirements, as he/she deems practicable to the situation. Applying organization will be accountable for all monies awarded and responsible for submission and tracking all research and measurement of project results. Eligible and applicable costs will be refunded after submission and approval of the applicant's final report, which must be submitted to the MDA Regional Services Division within 60 days of the project's estimated completion date. Funding will be available only after the project completion. All projects must be completed within one year from the estimated completion date. Projects not completed with 12 months of the estimated completion date may be rejected for funding. Rejected projects, not already in progress, can be resubmitted at the next scheduled submission deadline.

PROJECT REQUIREMENTS

All projects receiving a grant must adhere to the following rules:

- Must sign and return the letter of confirmation and Tax ID form to the MDA Regional Services Division within 15 working days after notification of grant or the project may be rejected for funding. Return a complete final report to the MDA Regional Services Division no later than 60 days from the estimated completion date, or the project may be rejected for funding.
- Must have a current W-9 form with a Federal Tax ID Number on file at MDA.
- List the project name (as listed on the grant application form) and the grant fund number (as listed in the award letter) in all correspondence regarding an approved project.
- The application packet must include two copies of the application with attachments, and two copies of the signed Application Checklist.
- A copy of vendor invoices and a copy of proof of payment to vendors must be provided with the Invoice and Final Report Checklist. (Examples of proof of payment: canceled checks, bank statements, vendor receipts, etc.)
- All funded projects must display the MDA logo and/or contain this grant phrase as appropriate. The logo and phrase can be found on the MDA website at (www.mississippi.org/content.aspx?url=/page/2011&)



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- Funding will not be awarded until the final report is submitted to and accepted by MDA.
- Incomplete applications will be returned.
- MDA will not give oral approval for projects.

CHANGES IN PROJECT COSTS

If the total cost of the completed project is less than the provided estimate, the organization will be awarded the designated percentage (50%) of the lesser amount. (Example: If a project with a total estimated cost of \$4,000 received an award of 50% or \$2,000, and the actual cost was \$3,000, the project would receive 50% of the final cost, or \$1,500.) If the completed project cost is higher than the approved project cost, the organization will receive the amount listed in the Award Letter.

CHANGES IN THE PROJECT

If a project changes during the development stages, the grant recipient must write to the MDA Regional Services Division for approval. The letter must state the project name, grant fund number, requested change, reasons for wanting to change, and any alterations in cost. Project changes will be submitted to the MDA Grants Review Committee for consideration.

EXAMPLES OF ELIGIBLE PROJECTS/COSTS:

- Specific, time-limited research studies.
- Promotion through inclusion in computer databases to targeted audiences such as relocation consultants.
- Direct mail pieces to targeted audiences such as relocation consultants (does not include postage).
- Participation in trade shows out-of-state, including booth design, give-away items, booth registration fees, etc. Not for individual participant related costs.
- Production of printed materials, such as brochures and inserts.
- Production of slide presentations, videotapes, DVD's and CD ROMs intended for dissemination to relocation consultants, corporate executives, or other industry or business representatives involved in expansion or relocation activities.
- Advertising through mass media, including newspapers, magazines, radio, television, Internet and billboards.
- Public relation expenses related to the production of an event, such as production of media kits, media training, ongoing media contact, on-site coordination of media, set-up of interview area and media room, and costs associated with special broadcast media set-up requirements.
- Design of an Internet web site for not for profit organizations with the primary purpose of economic development marketing to out of state businesses and industries, not for ongoing Internet access or website hosting costs. Web sites must be linked to the MDA website (www.mississippi.org).
- Familiarization tours for relocation consultants. To be used for consultant related expenses only, such as travel, meals and lodging.

PROJECTS/COSTS INELIGIBLE FOR FUNDING:

- Salaries, honoraria, or administrative costs.
- Travel, food, beverages, entertainment, alcoholic beverages, and lodging for salaried personnel or volunteers of organizations.
- Equipment purchases/rentals, Internet access or web site hosting costs.
- Beauty pageants, parades, festivals, in-state trade show/expo hosting or sponsorships, and professional sporting events.
- Promotional items, unless part of an out-of-state marketing activity.
- Unreasonable and excessive agency costs that exceed 25 percent of the total cost for printed material. (Agency costs are costs not billed directly from prepress, printing, illustrations or photography by vendors.)
- Activities or materials that violate the law, such as lobbying.
- Tourism marketing projects.
- Airport or port marketing projects, unless marketing an industrial site or available building.
- Downtown marketing projects, unless part of an out of state promotion effort.
- Organization membership directories, newsletters, stationery, toll-free numbers, membership solicitation literature, and business cards.
- Construction costs, in-state billboards, industrial park signs, engineering services, or community master planning/comprehensive planning.
- Already completed projects or projects already in progress.

For more information, please contact your MDA Regional Office.